

Washington Square - Before

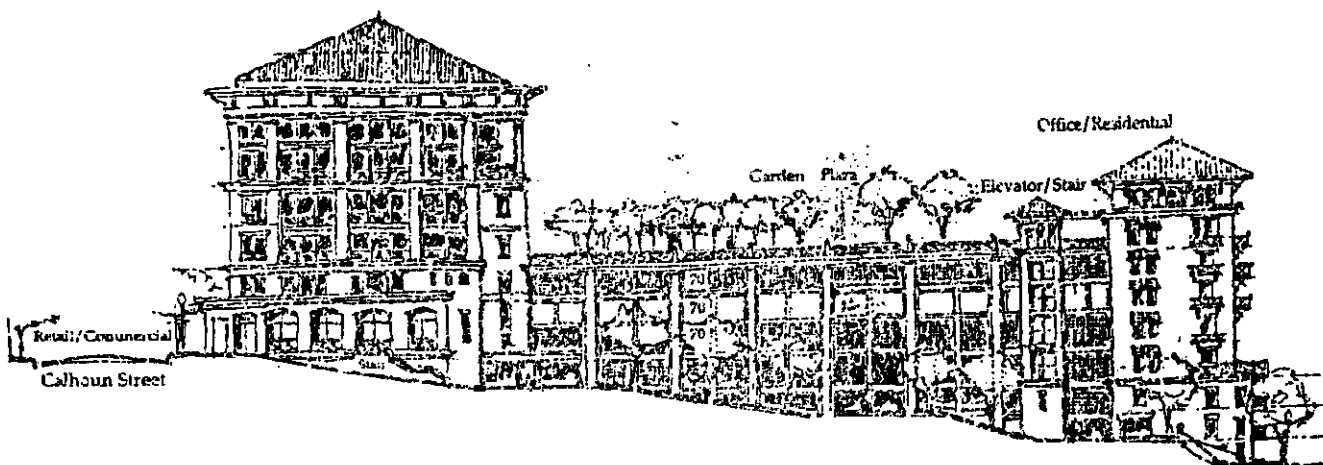
TALLAHASSEE DOWNTOWN IMPROVEMENT AUTHORITY **WORKSHOP/RETREAT**

CONSULTANT'S REPORT AND RECOMMENDATIONS

JUNE 22, 2001

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Community Development Specialist
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(328) 526-5100

Washington Square - After



TALLAHASSEE DOWNTOWN IMPROVEMENT AUTHORITY
FIVE YEAR PLAN - DISTRICT REVITALIZATION

1. Adopt a "mixed-use" ordinance throughout district.
2. Parking - adopt an ordinance deleting the requirement for on-site parking in part, or all, of the district. In lieu of on-site parking the property developer would have to contribute a dollar amount for each space to be used to purchase surface parking lots scattered through the district, or a parking garage.
3. Adopt an ordinance that requires first floor use to be limited to: retail businesses; personal service establishments (personal and household goods, repair and maintenance, personal care services such as barber shops, beauty salons, shoe repair, framing shops); medical and dental offices; eating and drinking establishments (indoor and outdoor); food markets; studios (artists, photographer, etc.); bank facilities (no drive through facilities); bed and breakfast with 10 or fewer guest rooms for rent).
 Nonconforming uses shall be discontinued and new first floor uses shall be compliant at the time of change in use, change in lease, abandonment or restoration.
4. Adopt an ordinance that requires 25% residential use in all new buildings.
5. Adopt an ordinance to allow residential use on the 2nd floor or above in all existing buildings.
6. Develop Architectural Regulations.
7. Resolve stormwater issue and permit increased building coverage.
8. Develop an Urban Code defining the following requirements on each street in district:

Building Type
 Height
 Parking Criteria
 Set-backs
 Arcade/Porch/Balcony requirements
 Out-Building

TALLAHASSEE DOWNTOWN IMPROVEMENT AUTHORITY
FIVE YEAR PLAN - DISTRICT REVITALIZATION

9. Adopt the New Jersey Rehabilitation Subcode.
10. Develop a streetscape plan that reflects historic and indigenous character. Use the same streetscape plan throughout the district.
11. Create a list of businesses that would be desirable in the district. Offer incentives to attract them (low (or no) interest loans); no occupation license fee - five years; no impact fees; no personal property/inventory tax - 10 years; façade and interior renovation grants; paint incentives; rent subsidy; cash bonus for long term lease; etc. Assist with Federal Small Business Company Program. - fills gap between availability of venture capital and the needs of the small business. Offer 7(M) Microloan funds - funds available to non-profits to make loans directly to entrepreneurs from under \$500.00 to \$ 25,000. SBA LOANS.
12. Develop public/private partnership to build a downtown shopping venue that is unique, historic and indigenous in character. Lure major name companies (Gap, Border's Books, Victoria's Secret, Mast Department Store, Pottery Barn, Macys, etc.).
13. Develop an "attractor": multi - use cultural arts facility that will draw people to the downtown area day and night for plays, music, lectures, dancing, art movies, etc.
14. Work with banks establish low-interest loan pool for purchase of land or building, renovation of existing structures and new construction.
15. Pursue all governmental, foundation, and private grants available to help pay for downtown development and improvements.

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TALLAHASSEE DOWNTOWN IMPROVEMENT AUTHORITY
FIVE YEAR PLAN – DISTRICT REVITALIZATION

1. Adopt a “mixed-use” ordinance throughout district.

The district has an adopted mixed-use ordinance.

2. Parking – adopt an ordinance deleting the requirement for on-site parking in part, or all, of the district. In lieu of on-site parking the property developer would have to contribute a dollar amount for each space to be used to purchase surface parking lots scattered through the district, or a parking garage.

The district has an adopted ordinance which permits mixed-use for all buildings without a requirement for on-site parking.

Discuss charging a fee in lieu of on-site parking to be used for surface parking lots or parking garage purchase or construction.

3. Adopt an ordinance that requires first floor use to be limited to: retail businesses; personal service establishments (personal and household goods, repair and maintenance, personal care services such as barber shops, beauty salons, shoe repair, framing shops); medical and dental offices; eating and drinking establishments (indoor and outdoor); food markets; studios (artists, photographer, etc.); bank facilities (no drive through facilities); bed and breakfast with 10 or fewer guest rooms for rent).

Nonconforming uses shall be discontinued and new first floor uses shall be compliant at the time of change in use, change in lease, abandonment or restoration.

4. Adopt an ordinance that requires 25% residential use in all new buildings.

Buildings that incorporate 25% residential use are given a 25% bonus in building height.

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TALLAHASSEE DOWNTOWN IMPROVEMENT AUTHORITY
FIVE YEAR PLAN – DISTRICT REVITALIZATION

5. Adopt an ordinance to allow residential use on the 2nd floor or above in all existing buildings.

Current regulations allow residential use in all buildings. Are there ADA or fire-code regulations that deter residential use?

6. Develop Architectural Regulations.

7. Resolve stormwater issue and permit increased building coverage.

8. Develop an Urban Code defining the following requirements on each street in district:

Building Type
Height
Parking Criteria
Set-backs
Arcade/Porch/Balcony requirements
Out-Building

9. Adopt the New Jersey Rehabilitation Subcode.

10. Develop a streetscape plan that reflects historic and indigenous character. Use the same streetscape plan throughout the district.

11. Create a list of businesses that would be desirable in the district. Offer incentives to attract them (low (or no) interest loans); no occupation license fee – five years; no impact fees; no personal property/inventory tax – 10 years; façade and interior renovation grants; paint incentives; rent subsidy; cash bonus for long term lease; etc. Assist with Federal Small Business Company Program. – fills gap between availability of venture capital and the needs of the small business. Offer 7(M) Microloan funds – funds available to non-profits to make loans directly to entrepreneurs from under \$500.00 to \$ 25,000. SBA LOANS.

12. Develop public/private partnership to build a downtown shopping venue that is unique, historic and indigenous in character. Lure major name companies (Gap, Border's Books, Victoria's Secret, Mast Department Store, Pottery Barn, Macys, etc.).

TALLAHASSEE DOWNTOWN IMPROVEMENT AUTHORITY
FIVE YEAR PLAN – DISTRICT REVITALIZATION

- 13 **Develop an “attractor”: multi – use cultural arts facility that will draw people to the downtown area day and night for plays, music, lectures, dancing, art movies, etc.**

Review attached list of suggestions by Commissioner Rackleff.

14. **Work with banks establish low-interest loan pool for purchase of land or building, renovation of existing structures and new construction.**
15. **Pursue all governmental, foundation, and private grants available to help pay for downtown development and improvements.**

Downtown

Revitalizing the Central City

by Bob Rackleff



Elements of a Cultural Attractions Strategy

In its annual report, *Emerging Trends in Real Estate 1999*, Price Waterhouse Coopers and Lend Lease Real Estate Investments downgraded the investment potential of Sunbelt cities because of their uncontrolled sprawl and wondered if Atlanta, for example, was headed for "suburban oblivion." Instead, it ranked such "24-hour cities" as San Francisco, Boston, and New York as markets with the best investment prospects in 1999. The report stated: Successful metropolitan areas will be those that redevelop and strengthen existing neighborhoods and districts, integrating residential with commercial and recreational uses, rather than expanding and diffusing resources outward.

In other words, a healthy downtown attracts private investment for the entire community. It is critical to our economic future, as well as our quality of life. We have to begin creating market dynamics that stimulate new private residential and commercial investment downtown. The creation of new and enhanced cultural attractions there can become the catalyst.

Through direct investment and strategic alliances with corporate and nonprofit partners, and with the cooperation of state and federal agencies, and both universities, Leon County and the City of Tallahassee could help create in downtown a critical mass of new cultural attractions and enhanced existing ones. Here are some possibilities:

- **A small performance space.** In addition to our need for a large auditorium for musicals and dramas, we also need a small space seating 150

Only dramatically different public policies can establish downtown Tallahassee as a commercial, retail, cultural, and residential center worthy of one of the nation's most literate and best-educated communities, the capital of the nation's fourth largest state and home to two major research universities. These policies include land-use, economic development and taxation strategies, and direct public investment—to attract sorely-needed private investment.

One such effort could be strategic public investments to expand the number and variety of cultural attractions to establish downtown as a destination for people to visit, live in, and spend money. The goal of this cultural attractions strategy would be a "24-hour city" that rescues our community from "suburban oblivion," both terms used recently by the study, *Emerging Trends in Real Estate 1999*.

Unlike strategies that emphasize mega-projects, this would involve building a critical mass of attractions one piece at a time—such as small museums, performance spaces and theaters, a baseball stadium, fountains and sculpture, and an enhanced post office and public library. The opening of the downtown Odyssey Science Center and Museum of Art, and planned Challenger Center and IMAX Theater at Kleman Plaza, provide fresh momentum for this cultural attractions strategy.

to 250 people. One logical location is the old county library building on Monroe Street, with its large second-floor room at the rear. With some imagination, it could be converted into an attraction similar to the Monticello Opera House. It could supplement existing facilities, such as the Young Actors Theater and Tallahassee Little Theater, and be available for assorted community troupes and other performers. Other parts of the building, including storefronts, could house rehearsal or exhibit spaces.

- **A recreated Centennial Field.** As other cities our size have found, our downtown can benefit significantly by construction of a baseball stadium there—in our case, the former Centennial Field site on part of Cascade Park. EPA could adopt this as a showcase "brownfields" project to clean up contamination on the site. We could build a modestly proportioned facility available for high school, youth and adult league sports events (and even "Shakespeare in the Ball Park"). Motorists could park in state employee garages, and others could walk, ride bikes, or take public transit.

- **A Post Office branch in the Federal Courthouse.** Relocating the College Avenue branch to the first floor of the Federal Courthouse, where our downtown post office was before its relocation to South Adams Street—and keeping it open on weekends—would re-establish this as a center of community interaction as downtown post offices are in other cities. It would also open to the public the lobby's WPA-era murals depicting Florida's transition to modern times.

- **A World War II Experience Museum.**

Florida State University has a unique and burgeoning Institute on World War II and the Human Experience that is rapidly gaining nationally recognition. We should seize the opportunity to make it also a significant downtown attraction. Housing the institute in a new or recycled building downtown would house the growing collection and staff and attract everyone from researchers and veterans to school children and casual visitors.

- **An enhanced public library.** The LeRoy Collins Leon County Library is already an excellent facility which could become even better with increased public and private funding to expand its collections and services and become an even more popular attraction. Improved access from Park Avenue that links it firmly to the chain of parks, the addition of a café (as at Barnes & Noble and Borders bookstores), and later nighttime and weekend hours could also help. The Broward County Library shows what happens when the public recognizes the importance of a showcase downtown library.

- **A new multiplex theater.** To complement the planned Imax Theater, a multiplex theater for first-run movies could attract significantly nighttime activity downtown. The success of the AMC 20 Theater in revitalizing the Tallahassee Mall demonstrates the impact that such facilities could have on a downtown, especially when other cultural attractions and restaurants and shops exist there.

- **Interactive fountains and sculpture.** West Palm Beach and other cities have discovered that imaginative downtown fountains that invite peo-



From: "Marilyn Larson" <larsonm123@earthlink.net>
To: <pingreeb@mail.co.leon.fl.us>
Date: 9/3/03 3:38PM
Subject: Requested information

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TRANSMITTAL

To: Ben Pingree, Leon County
From: Marilyn Larson
Date: September 3, 2003
Re: Joan Jefferson, Consultant, Recommendations to DIA Board in June, 2001 (list of 15 items).

You requested additional information regarding the consultant recommendations presented to the DIA board in 2001. From the list of 15 consultant recommendations presented (a copy of which you already have), many are already achieved or underway, several fall under the purview of other organization's initiatives, not DIA, and from the list, DIA identified both short and long range priorities, and those priority items were previously detailed in a Transmittal document dated August 12, 2003. The status of the list at this time is as follows:

1. Already achieved - City of Tallahassee
2. Already achieved - City of Tallahassee
3. DIA did not concur in "mandatory first floor retail", prefer incentive approach as per Development Standards adopted by City in February 2003 .
4. Already achieved - City of Tallahassee
5. Already achieved - City of Tallahassee
6. Achieved - 2003
7. Stormwater resolution - Blueprint 2000 issue
8. DIA did not concur in Urban Code recommendation, however Design Guidelines are included in February 2003 Development Standards adopted by City.
9. Rehabilitation Code is legislative issue.
10. DIA is pursuing a sub-area within DIA district for a streetscape initiative (project explained in August 12 Transmittal).
11. Market analysis completed, defines desired business list, business recruitment efforts continue .
12. This item included as priority in DIA identified development sites, i.e., Monroe/Tennessee block development .
13. CRC assigned development of cultural facilities.
14. Not pursued at present time.
15. DIA actively pursues all known applicable funding sources, the most recent is an application for funding through the TEA-21 enhancement program.